

Gaming

The Digital Outdoor Display Interface (DODI) is an application that turns digital screens into interactive platforms controlled by a smartphone. After scanning a QR code on-screen, the user's device is instantly linked, functioning as a controller. This capability transforms a standard digital screen into an interactive gaming or shopping platform. This direct engagement generates valuable data, offering clearer insights into audience measurement and the specific target audiences being reached.

Key benefits include:

- Educating a target audience in a playful and engaging way.
- Generating direct conversion through discount codes or exclusive rewards.
- Expanding campaign reach when users share their scores and achievements on social media.
- Capturing the interest of younger audiences who are native to gaming environments.

